

Department of Environmental Protection (DEP)  
 Montgomery County Residential Survey  
 December 19 – 23, 2007

(N = 800)  
 Final Questionnaire

### **Screening**

1. Let me just confirm once again. Are you at least 18 years old and do you now reside in Montgomery County?

Yes	100%
No	(TERMINATED)
Not sure	(TERMINATED)

### **Quality of Life**

2. In general, would you say things in Montgomery County are *moving in the right direction*, or are *they off on the wrong track*?

Right direction.....	66%
Wrong track.....	19%
Depends (VOLUNTEERED).....	6%
Not sure.....	10%

3. Compared to other issues and concerns, how you would assess the importance of the environment to *you personally*: extremely important, very important, somewhat important, or not that important?

Extremely important.....	32%
Very important.....	47%

Total Extremely and Very Important.....	79%
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Somewhat important.....	18%
Not that important.....	3%
Not sure.....	-%
Refused.....	-%

4. Do you see the condition of the environment in this area (*rotate*) getting better, staying the same or getting worse?

Getting better.....	14%
Staying the same.....	40%
Getting worse.....	42%
Depends ( <i>VOLUNTEERED</i> ).....	1%
Not sure.....	4%
Refused.....	-%

5. What, in your opinion, is the biggest environmental problem we face at this time – the environmental issue which personally concerns you the most?  
(*Open-ended; record first-choice from pre-coded list*)

Water quality/Clean water/Storm water management/ Amount of water available (89).....	11%
Air quality/Air pollution (104).....	13%
Pollution (unspecified) (50).....	6%
Global warming/climate change/greenhouse effect (158).....	20%
Overdevelopment/Loss of green space (160).....	20%
Excessive consumption (36).....	5%
Population growth (83).....	10%
Wetland drainage/Loss of wetlands (10).....	1%
Solid waste issues/Landfills/Hazardous waste/Recycling (12).....	2%
Endangered species (9).....	1%
Inter-County Connector (ICC) (34) .....	4%
Other ( <i>Specify</i> ) (33).....	4%
There are no problems/Only positives (4).....	1%
Not sure/Do not know (18) .....	2%

6. What, in your view, is the second most important environmental issue or problem?  
Again, the one which is of greatest personal concern.  
(Open-ended; record second mention from pre-coded list)

Water quality/Clean water/Storm water management/ Amount of water available (105).....	13%
Air quality/Air pollution (134).....	17%
Pollution (unspecified) (70).....	9%
Global warming/climate change/greenhouse effect (111).....	14%
Overdevelopment/Loss of green space (106).....	13%
Excessive consumption (26).....	3%
Population growth (64).....	8%
Wetland drainage/Loss of wetlands (9).....	1%
Solid waste issues/Landfills/Hazardous waste/Recycling (44).....	6%
Endangered species (14).....	2%
Inter-County Connector (ICC) (35).....	4%
Other (Specify) (33).....	4%
There are no problems/Only positives (6).....	1%
Not sure/Do not know (22).....	3%
Refused (5).....	1%

### **Consumer Behavior**

7. How much do you feel you know about environmental issues or problems -- would you say you know a lot, a fair amount, only a little, or practically nothing?

A lot.....	24%
A fair amount.....	52%
Only a little.....	20%
Practically nothing.....	3%
Not sure.....	-%
Refused.....	-%

8. Let me read you some statements and for each tell me whether you strongly agree, mostly agree, mostly disagree or strongly disagree.

(Rotate order of Questions 8 and 9)

The first is: My own actions contribute to global warming and other environmental problems such as water and air pollution.

Strongly agree.....	29%
Mostly agree.....	42%
Mostly disagree.....	18%
Strongly disagree.....	10%
Not sure.....	1%
Refused.....	1%

9. Changing my own behavior will help reduce the impacts of global warming and other environmental problems, such as air and water pollution.

Strongly agree.....	38%
Mostly agree.....	42%
Mostly disagree.....	10%
Strongly disagree.....	8%
Not sure.....	2%
Refused.....	1%

10. Thinking about your daily life, can you identify some of the changes you have made or things you personally have done to improve the environment?

*(Open-ended; please accept up to 3 choices)*

Recycle/cut down on waste.....	70%
Drive less/use mass transit/use bicycle/walk.....	39%
Insulate house/weather strip.....	11%
Purchase Energy Star or energy efficient appliances.....	17%
Purchase wind or other forms of alternative energy.....	3%
Replace light bulbs/use compact fluorescent bulbs (CFLs).....	25%
Compost.....	3%
Purchase green products.....	5%
Conserve energy by turning off lights/adjust thermostat in home.....	23%
Don't use fertilizer/chemicals/pesticides on lawn.....	4%
Manage stormwater with rain barrels/rain gardens/down spout adjustment.....	2%
Plant trees.....	4%
Other <i>(Specify)</i> .....	14%
No/Have not taken any actions <i>(Go to Q.12)</i> .....	3%
Not sure <i>(Go to Q.12)</i> .....	1%
Refused <i>(Go to Q.12)</i> .....	1%

11. What motivated you to take these personal actions to improve the environment?

*(Pre-coded; accept more than one choice)*

Saves money/Cost-effective .....	25%
Moral obligation to future generations/Sustainability.....	39%
Peer pressure/It's become popular.....	4%
We have global responsibility as global citizens.....	28%
It makes me feel good/Empowered to make a difference.....	17%
Have seen destruction of local environment.....	11%
Concerned about pollution effects on human health.....	24%
Influenced by media/film/news story.....	14%
Other ( <i>Specify</i> ).....	21%
Not sure.....	2%
Refused.....	-%

12. What do you think, for the most part, prevents people from taking personal steps or actions to address environmental problems?

*(Pre-coded; accept more than one choice)*

Will not make a difference/others are not doing it.....	16%
Too hard to change behavior/Procrastination.....	22%
Don't know enough/don't have enough information.....	33%
Takes too much time/Inconvenient.....	24%
People feel overwhelmed/they do not know where to start.....	13%
Not cost effective/Too expensive/Save money by not taking actions.....	17%
Don't think it is a problem/other issues more important.....	26%
Other ( <i>Specify</i> ).....	17%
Not sure.....	5%
Refused.....	1%

13. When you go shopping and are thinking about which products to buy, how often do you think about the impact this product will have on the environment: frequently, occasionally, or do you almost always decide based on other factors?

Yes, frequently decide based on environmental impact.....	36%
Yes, occasionally decide based on environmental impact.....	37%
No, decide on other factors.....	23%
Not sure.....	3%
Refused.....	1%

14. The County government is responsible for several environmental programs. From what you know, do you think the county government now does about the right amount for the environment, needs to do more or needs to do less for the environment in this area?

Does right amount.....	20%
Needs to do more.....	70%
Needs to do less .....	2%
Don't know enough (VOLUNTEERED).....	5%
Not sure.....	3%
Refused.....	-%

15. How well informed do you feel you are about the procedures, programs and benefits available to protect the environment here in Montgomery County. Would you say you are very well informed, adequately informed, or could you be better informed?

Very well informed.....	9%
Adequately informed.....	23%
Could be better informed.....	66%
No interest/No familiarity whatsoever (VOLUNTEERED).....	1%
Refused.....	-%

16. If there were available opportunities in the future, how willing are you to volunteer some of your personal time to improve the environment locally: very willing, somewhat willing, or don't you have time or interest to volunteer?

Very willing.....	22%
Somewhat willing.....	47%
Don't have interest or time to volunteer.....	28%
Not sure.....	2%
Refused.....	-%

17. Let me mention a few things which Montgomery County may do to help residents take steps to improve the environment. For each one, tell me how interested you would be in receiving more information on this idea or program.

*(Rotate Order of Questions 17 through 21)*

The first is: Information on how to green your home and life: would you be very interested, somewhat interested or not interested at all in receiving information from the County on this program?

Very interested.....	48%
Somewhat interested.....	36%
Not interested at all.....	15%
Not sure.....	1%
Refused.....	-%

18. Information on financial incentives to improve the environment.

Very interested.....	45%
Somewhat interested.....	38%
Not interested at all.....	15%
Not sure.....	2%
Refused.....	-%

19. Information on training programs and courses.

Very interested.....	20%
Somewhat interested.....	43%
Not interested at all.....	34%
Not sure.....	2%
Refused.....	-%

20. Information on community-wide programs and competitions

Very interested.....	25%
Somewhat interested.....	45%
Not interested at all.....	26%
Not sure.....	3%
Refused.....	1%

21. Resource directory of qualified “green” businesses and resources

Very interested.....	38%
Somewhat interested.....	42%
Not interested at all.....	17%
Not sure.....	3%

22. Would you be willing to pay a little more on your water or energy bill each month if you knew those funds would be dedicated for the environment here in the County such as clean energy and clean water programs?

Willing.....	57%
Not willing.....	32%
Depends (Volunteered).....	8%
Not sure .....	2%
Refused.....	1%

### **Communications**

23. Among the following sources, where do you go for news and information about your own local community: (rotate) the Washington Post, radio, television, the Gazette or the Internet?

Washington Post.....	25%
Radio.....	9%
Television.....	18%
Gazette.....	19%
Internet.....	25%
Other (Volunteered).....	3%
Not sure.....	1%
Refused.....	-%

24. If you had to choose, what is your preferred way for receiving information or news from the county government? (Read and randomize list.)

Special direct mailing.....	22%
Insert in tax bill.....	3%
Newspaper ad.....	9%
At community forum or meeting.....	2%
Phone call.....	2%
On radio.....	5%
Television.....	15%
On the county's website.....	14%
E-mail.....	24%
Other (Volunteered).....	2%
Not sure.....	2%
Refused.....	-%



25. Have you ever visited the County government's website or their home page on the Internet? [IF YES] Did you find it user friendly?

Yes, user friendly.....	51%
Yes, not user friendly.....	11%
Total Visited County Website.....	62%
No.....	34%
Not sure.....	4%
Refused.....	-%

### **Demographics**

Finally, I have just a few questions for statistical purposes only.

26. How many years have you lived in Montgomery County?

0 to 5 years.....	22%
6 to 15 years.....	27%
16 to 25 years.....	22%
26 to 35 years.....	14%
36+ years.....	15%
Not sure/Refused.....	1%

27. Do you currently own or rent the place in which you live?

Own.....	70%
Rent.....	28%
Not sure.....	1%
Refused.....	1%

28. Do you live in a single family house, a townhouse or an apartment or condo?

Single family.....	54%
Townhouse.....	18%
Apartment/Condo.....	27%
Mobile home ( <i>Volunteered</i> ).....	-%
Refused.....	1%

29. What is your age? Is it less than 25, 25 to 34, 35 to 44, 45 to 54, 55 to 64, or 65 and over?

Less than 25.....	6%
25 – 34.....	15%
35 – 44.....	26%
45 – 54.....	20%
55 – 64.....	17%
65 or over.....	14%
Refused.....	2%

30. What is the last grade of school that you completed?

Did not finish high school.....	2%
High school degree.....	9%
Some college/Associate's degree.....	17%
4-year college degree/Bachelor's degree.....	31%
Post-graduate work.....	40%
Not sure.....	-%
Refused.....	2%

31. Do you have any pre-school or school-aged children living at home?

Yes.....	39%
No.....	60%
Not sure.....	-%
Refused.....	1%

32. In 2008, are you planning to vote in both the primary and general election for President, just the November general election, or are you not likely to vote at all? If you are not registered to vote, just say so.

Will vote in both primary and general elections.....	70%
Just the November general election.....	11%
Not planning to vote.....	4%
Not registered to vote.....	11%
Not sure/have not made up my mind.....	3%
Refused.....	2%

33. What is your race or ethnic background? (*Rotate*): [White, African-American, Hispanic, Asian] mixed race, or some other?

White.....	52%
African-American.....	13%
Hispanic.....	12%
Asian.....	13%
Mixed race.....	4%
Other .....	4%
Refused.....	3%

34. And if you don't mind me asking, last year, what was the total income before taxes for all members of your household? Less than \$35,000, 35 to less than \$50,000, 50 to less than \$75,000, 75 to less than \$100,000, 100 to less than \$150,000, or \$150,000 or more?

Less than \$35,000.....	9%
\$35 – 50,000.....	10%
\$50 – 74,999.....	15%
\$75 – 99,999.....	12%
\$100 – 149,999.....	18%
\$150,000 or more.....	15%
Not sure.....	3%
Refused.....	20%

35. Finally, we are doing this survey for Montgomery County. They would like to be able to go back to some residents for further feedback and ideas. For example, they may want to conduct an on-line survey or conduct a focus group with residents like you. Can I make your phone number available to them for this purpose of conducting further research in the future?

Yes.....	59%
No.....	41%

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36. Gender (*by observation*)

Male.....	49%
Female.....	51%